**Q1, 2016 - Issues Affecting the Top 5 Industries**

**Construction Industry Updates:**

**Patient Experiences and Owner Needs Drive Changes in Health Care Construction**

Associated Builders and Contractors have predicted an 8 percent increase in spending in health care construction in 2016. Good news for the construction industry but the market has changed significantly. Find out how these changes affect your business by reading the article: <http://www.constructionexec.com/Articles/tabid/3837/entryid/4983/remodeling-modern-medicine.aspx>

**What’s Next for Temporary Modular Buildings?**

In addition to prefabricated and modularized systems, industrial plants serving the power, oil and gas, and manufacturing markets often need temporary space during shutdowns, renovations or expansions to accommodate relocated staff, construction offices and eating areas. Find out what the advantages are for using temporary space and then use the information to develop a plan to reach out to clients regarding signs for modular buildings. <http://www.constructionexec.com/Articles/tabid/3837/entryid/4870/what-s-next-for-temporary-modular-buildings.aspx>

**Q2 Preview:**

**Millennials Fuel Apartment Building Boom**

According to census data, construction started on 386,000 new apartments last year. Much of this growth is due to the influx of millennials into the workforce. The Federal Home Loan Mortgage Corporation is predicting continued growth in apartments this year due to rising incomes and more young people setting out on their own. Find out more here and then use the information to break the ice with commercial real estate managers:

[**http://www.usatoday.com/story/money/markets/2016/04/02/millennials-apartment-building-urban-lifestyle/82205392/**](http://www.usatoday.com/story/money/markets/2016/04/02/millennials-apartment-building-urban-lifestyle/82205392/)

You can find sell sheets and case studies for the construction and health care industries in the Industry Support Site: [**http://tinyurl.com/j8dy3a7**](http://tinyurl.com/j8dy3a7)

**Education Industry Updates:**

**Snapchat in Schools**

High School educators continue to develop new ways to reach students, including using popular social media. Find out how two teachers are using Snapchat to reach their students. <http://www.educationnews.org/technology/snapchat-in-schools/>

**VideoBlocks Report Shows Promise of Digital Media in Education**

Ninety one percent of faculty members interviewed said that including digital media in their courses improve student learning outcomes but less than half of students and faculty rated their university-provided resources as average or below average. Get all the stats by reading the article: <http://www.educationnews.org/technology/videoblocks-report-shows-promise-of-digital-media-in-education/>.

Use this information to approach your educational clients with digital and more than products. Educate yourself about digital by diving into the Digital Signage Support Site. <http://goo.gl/FJ0Uvj>

**Software Flags “Suicidal” Students, Presenting Privacy Dilemma**

With many schools now issuing laptops or tablets to students, it is important that students not be able to access inappropriate sites. One company, GoGuardian has developed software that not only blocks those sites but also monitors students’ browsing and searches. The software has been handy for preventing suicides, what about privacy? Read this article so you can better understand the educators you work with: <http://www.npr.org/sections/ed/2016/03/28/470840270/when-school-installed-software-stops-a-suicide>.

Use this knowledge to better understand the educators you work with and to look for challenges you can help solve. Find out more about the Education Industry by reviewing the Vertical Selling Guide: <http://top-5-learning-1.prod.fs.siliconmtn.com/education/targeting_information>

Use this information to approach your educational clients with digital and more than products. Educate yourself about digital by diving into the Digital Signage Support Site. <http://goo.gl/FJ0Uvj>

**Healthcare Industry Updates:**

**Zika Virus: As summer Approaches, Authorities Work to Prepare, Counter Misinformation**

With the onset of summer, comes more worries about a Zika virus breakout. Public Health officials are working to prepare for an outbreak while also making sure the public has the facts about it. Read this article to find out more. Then, use the information to discuss Zika virus signage with your health care industry clients. <http://www.fiercehealthcare.com/story/zika-virus-summer-approaches-authorities-work-prepare-counter-misinformatio/2016-03-30>

How Hospital Pharmacists Improve Care Without Breaking the Bank

Hospital pharmacies are striving to improve care and expand services without breaking the bank. Due to health reforms push towards value-based payment, accountable care and Medicare payment penalties, hospital pharmacies are trying to extend their reach to ensure patients get the best care and has led to many hospitals opening retail pharmacies. Find out more here, then find out if your local hospital is developing a retail pharmacy. <http://www.hhnmag.com/articles/6930-how-hospitals-pharmacists-improve-care-without-breaking-the-bank>.

**Six Strategies to Consider When Implementing Information Governance**

Information governance is more than a passing buzzword. It’s becoming a competency needed to meet health care’s growing challenges. Yet, in many organizations, the concept is not clearly understood. What is information governance and why does it matter? <http://www.hhnmag.com/articles/6875-six-strategies-to-consider-when-implementing-information-governance>.

This will be a big topic of interest for most clients in the medical industry. Use it to start a conversation and let them know you care.

Find more information about the healthcare industry and all of our tools by visiting the Healthcare section of the Industry Support Site: <http://top-5-learning-1.prod.fs.siliconmtn.com/healthcare>.

Use this information to break the ice with your healthcare clients and stay updated in case the changes require new signs.

**Manufacturing Industry Updates:**

**The Election Explained: An Angry Electorate Has Turned Dead-Set Against Free Trade and the Politicians Who Support it**

American voters have turned against the proponents of free trade and are expressing themselves at the ballot box, to the shock of "establishment" politicians, and economic and media "elites" who have pushed the free-trade agenda for decades. This is an important topic to American Manufaturers. Make sure you are up on all the issue by reading this article: <http://www.manufacturingnews.com/news/2016/FreeTrade-0331161.html>.

**U.S. Manufacturing Contracts for 5th Straight Month**

International demand for American goods has been sluggish, in part because of the persistently strong U.S. dollar that doesn't receive favorable exchange rates and in part because of global economic weakness. <http://www.usnews.com/news/articles/2016-03-01/us-manufacturing-contracts-as-global-outlook-weakens>.

Keep this in mind when speaking with your manufacturing clients and try to find economical solutions for their challenges.

**Poll: US Expected to Surpass China in Manufacturing Competitiveness By 2020**

Manufacturing executives expect the United States to overtake China as the most competitive nation for manufacturing by 2020, according to Deloitte’s 2016 Global Manufacturing Competitiveness Index survey. Find out more results here: <http://www.manufacturing.net/news/2016/04/poll-us-expected-surpass-china-manufacturing-competitiveness-2020>.

You can also find more ways to connect with the industry by reviewing the Manufacturing Vertical Market Guide: <http://top-5-learning-1.prod.fs.siliconmtn.com/manufacturing/targeting_information>

**Retail Updates:**

**The Future is Now**

Find out how virtual and augmented reality are changing the retail environment: <https://nrf.com/news/the-future-is-now>.

Then, educate yourself on Augmented Reality by visiting the Augmented Reality section of the Support Site: <http://augmented-reality-1.prod.fs.siliconmtn.com/?password=pass&emailAddress=%2fPlau9uhZd12WvOwEc%2fpTWikWjXn094ERPpclnRB%2b4UaSXM1Is57CgCrK6L7GUXNJxi%2fUcJvE19r8FdqDqZbsg%3d%3d>.

Use the information to discuss augmented reality and other more than products with your retail clients.

**Keep it Simple**

Consumers crave a streamlined experience, according to Siegel and Gale’s sixth annual Global Brand Simplicity Index. The report is based on responses from more than 12,000 adults across eight countries. Get more information by reading the article, then use it to discuss streamlined signs and graphics, text campaigns and more than products with your clients: <https://nrf.com/news/keep-it-simple>.

Use this knowledge to promote texting campaigns and augmented reality to clients and prospects. Need to learn more about SMS Texting? Visit the SMS Text Message section of the Support Site: <http://sms-text-message-marketing-1.prod.fs.siliconmtn.com/?password=pass&emailAddress=%2fPlau9uhZd12WvOwEc%2fpTWikWjXn094ERPpclnRB%2b4UaSXM1Is57CgCrK6L7GUXNRpFyNKWBdDgA8jWkSTMP3w%3d%3d>

**Code Blue? Maybe Not**

New approaches and opportunities for QR code use are surfacing as the technology has matured. The Grocery Manufacturers Association’s SmartLabel initiative, unveiled in December 2015 and operating on the Scanbuy platform, provides consumers with access to information about product contents. More than 30 manufacturers, such as Hershey Co., Kellogg Co. and Tyson Foods, are involved in the effort. - See more at: <https://nrf.com/news/code-blue-maybe-not#sthash.17JyPjX9.dpuf>

Find more ways to solve challenges within the retail industry by reviewing the Retail Vertical Market Guide: <http://top-5-learning-1.prod.fs.siliconmtn.com/retail/targeting_information>